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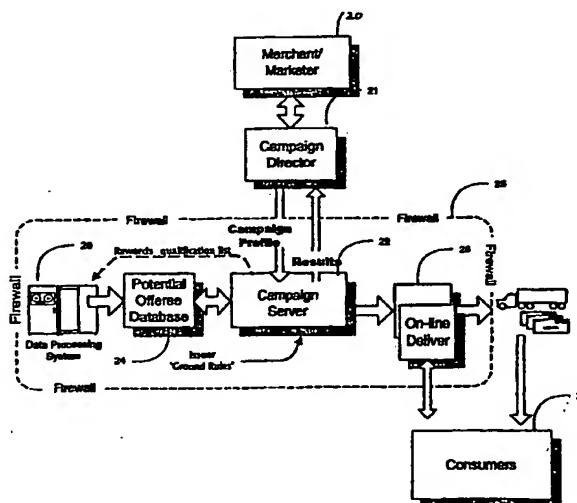
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ance Notes on Codes and Abbreviations" appearing at the begin-  
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(54) Title: TARGETED MARKETING SYSTEM WITH THIRD PARTY CONFIDENTIAL DATABASE



(57) Abstract: A marketing system has a potential offeree database, a campaign director user interface, and a campaign server. The potential offeree database has multiple records, each record having information relevant to a specific person. The campaign director user interface allows a user to generate a marketing offer to enable qualified offerees to receive user-specified marketing treatment. The campaign server is in communication with the potential offeree database and in partial communication with the campaign director user interface. The campaign server allows the user to determine the number of records in the potential offeree database meeting at least one user-defined criterion, while preventing user access to individual records, and communicates a message presenting the offer to at least one offeree having a record in the potential offeree database meeting the at least one user-defined criterion.

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## Targeted Marketing System with Third Party Confidential Database

### Technical Field

The present invention relates to generation and control of targeted  
5 marketing offers while preserving individual privacy.

### Background Art

Merchants market their goods and services in an effort to retain and  
expand their business with existing customers, and to attract the business of new  
10 customers. Of course, for some goods and services, a significant percentage of  
the overall population would not qualify as either an existing or potential  
customer. For example, a pool of existing and potential customers for a home  
mortgage company would likely be restricted to existing homeowners, and those  
hopeful of becoming homeowners.

15 Ideally, marketing efforts should be targeted so as to reach only existing  
and potential customers. One targeted marketing approach is the customer  
loyalty program, such as a frequent flier club, that provides various rewards and  
incentives to registered customers who qualify by reaching certain threshold  
transaction levels. As a whole, consumers respond well to customer loyalty  
20 programs. But, some consumers participate in multiple marketing programs.  
As a result, they may have difficulty keeping track of their qualification  
progress, and the various savings and rewards to which they become entitled.  
In addition, customer loyalty programs can be a relatively expensive effort to  
develop and sustain.

25 Some merchants lack a comprehensive customer database having  
transaction history data of existing and potential customers. Some merchants  
may also be unsophisticated in their ability to approach present and potential  
customers with marketing offers. In addition, individual privacy is a sensitive  
issue and there are multiple barriers to freely obtaining transaction history  
30 information of individual citizens.

### Summary of the Invention

An embodiment of the present invention provides a campaign director user interface computer for a marketing system. A planning process allows a user to generate a marketing offer to qualified offerees. A targeting process is in  
5 partial communication with a potential offeree database having a plurality of records, each record having information relevant to a specific person, and the targeting process allows the user to find out the number of records in the potential offeree database meeting at least one user-defined criterion, while preventing user access to individual records. An execution process is responsive  
10 to the planning process and initiates a message presenting the offer to at least one offeree having a record in the potential offeree database meeting the at least one user-defined criterion.

In a further embodiment, the planning process allows the user to specify at least one of offer starting time and offer ending time. The planning process  
15 may also allow the user to specify at least one of message communication time, message content, message triggering event, and message delivery method. The planning process may also allow the user to specify at least one of offer content, offer value, offer qualification criteria, and offer acceptance mechanism. The offer acceptance mechanism may be one of automatic, user selected, or offeree  
20 selected. The planning process may allow the user to specify an offer parameter for each offeree that is a function of the associated record for the offeree in the potential offeree database. The offer parameter may be at least one of offer content, offer value, offer qualification criteria, and offer acceptance mechanism.

The at least one user-defined criterion may be recency or frequency of a  
25 user-determined offeree action, a user-determined monetary criterion, an evaluation of offeree willingness to accept the offer, a marketing campaign budget, and/or the number of records in the potential offeree database meeting at least one other user-defined criterion.

The message presenting the offer may be communicated via at least one of  
30 direct mail, alpha-numeric pager message, Internet instant messaging, e-mail,

push channels, Internet subscription channels, and personal Internet web page. The offer may include at least one of an advertisement, a special offer, a refund, a rebate, and a coupon. The potential offeree database may be a credit card transaction database, or a merchant transaction database. The targeting process  
5 uses an Internet browser to establish partial communication over the Internet with the potential offeree database. The targeting process may also be in communication with a plurality of potential offeree databases.

The user interface computer may also include a tracking process that allows the user to monitor the number of offerees that have responded to the  
10 offer. The tracking process may allow the user to monitor at least one of the number of offerees meeting a qualification criterion, the number of offerees accepting the offer, and a monetary return on the cost of the campaign. The tracking process may allow the user to track response of a selected group of offerees in comparison to a selected control group of persons not receiving the  
15 offer who have records in the potential offeree database.

An embodiment of the present invention also includes a marketing system having a potential offeree database having a plurality of records, each record having information relevant to a specific person; a campaign director user interface that allows a user to generate a marketing offer to qualified offerees;  
20 and a campaign server in communication with the potential offeree database and in partial communication with the campaign director user interface that: (i) allows the user to determine the number of records in the potential offeree database meeting at least one user-defined criterion, while preventing user access to individual records, and (ii) addresses a message presenting the offer to  
25 at least one offeree having a record in the potential offeree database meeting the at least one user-defined criterion.

In a further such embodiment, the campaign director user interface may allow the user to specify at least one of offer starting time, offer ending time, message communication time, message content, message triggering event,  
30 message delivery method, offer content, offer value, offer qualification criteria,

and offer acceptance mechanism. The offer acceptance mechanism may be one of automatic, user selected, or offeree selected. The campaign director user interface may allow the user to specify an offer parameter for each offeree that is a function of the associated record for the offeree in the potential offeree database. The offer parameter may be at least one of offer content, offer value, offer qualification criteria, and offer acceptance mechanism. The at least one user-defined criterion may be recency or frequency of a user-determined offeree action, a user-determined monetary criterion, an evaluation of offeree willingness to accept the offer, a marketing campaign budget, and/or the number of records in the potential offeree database meeting at least one other user-defined criterion.

The campaign director may allow the user to monitor at least one of the number of offerees meeting a qualification criterion, the number of offerees accepting the offer, and a monetary return on the cost of the campaign. The campaign director may allow the user to track response of a selected group of offerees in comparison to a selected control group of persons not receiving the offer who have records in the potential offeree database. The campaign server may communicate the message presenting the offer via at least one of direct mail, alpha-numeric pager message, Internet instant messaging, e-mail, push channels, Internet subscription channels, and personal Internet web page. The offer may include at least one of an advertisement, a special offer, a refund, a rebate, and a coupon. The potential offeree database may be a credit card transaction database or a merchant transaction database.

The campaign director user interface may use an Internet browser to establish partial communication over the Internet with the potential offeree database. The marketing system may include a firewall around the potential offeree database and the campaign server that limits access from outside the firewall.

An embodiment of the present invention includes a marketing method including supplying a potential offeree database having a plurality of records,

each record having information relevant to a specific person; allowing a user to generate a marketing offer to qualified offerees; providing to the user partial communication with the potential offeree database, the partial communication allowing the user to determine the number of records in the potential offeree database meeting at least one user-defined criterion, while preventing user access to individual records; and communicating a message presenting the offer to at least one offeree having a record in the potential offeree database meeting the at least one user-defined criterion.

In a further such embodiment, allowing a user to generate a marketing offer includes allowing the user to specify at least one of offer starting time, offer ending time, message communication time, message content, message triggering event, message delivery method, offer content, offer value, offer qualification criteria, and offer acceptance mechanism. The offer acceptance mechanism may be one of automatic, user selected, or offeree selected. Allowing a user to generate a marketing offer may include allowing the user to specify an offer parameter for each offeree that is a function of the associated record for the offeree in the potential offeree database. The offer parameter may be at least one of offer content, offer value, offer qualification criteria, and offer acceptance mechanism.

The at least one user-defined criterion may be recency or frequency of a user-determined offeree action, a user-determined monetary criterion, an evaluation of offeree willingness to accept the offer, a marketing campaign budget, and/or the number of records in the potential offeree database meeting at least one other user-defined criterion. The marketing method may include enabling the user to monitor at least one of the number of offerees meeting a qualification criterion, the number of offerees accepting the offer, and a monetary return on the cost of the campaign. The method may include enabling the user to track response of a selected group of offerees in comparison to a selected control group of persons not receiving the offer who have records in the potential offeree database.

Communicating the message presenting the offer may use at least one of direct mail, alpha-numeric pager message, Internet instant messaging, e-mail, push channels, Internet subscription channels, and personal Internet web page. The offer may include at least one of an advertisement, a special offer, a refund, a  
5 rebate, and a coupon. The potential offeree database may be a credit card transaction database or a merchant transaction database. Providing partial communication with the potential offeree database may use an Internet browser over the Internet.

An embodiment of the present invention includes marketing system  
10 database server having a database interface process having access to a potential offeree database having a plurality of records, each record having information relevant to a specific person; a user interface process in communication with the database interface process that: (i) communicates to a user the number of records in the potential offeree database meeting at least one user-defined criterion,  
15 while preventing access to individual records, and (ii) receives from the user a marketing offer for offerees having records in the potential offeree database meeting the at least one user-defined criterion; and an addressing process in communication with the database process and the user interface process that addresses a message presenting the marketing offer to the offerees.

20 In a further such embodiment, the user interface process may allow the user specify at least one of message communication time, message content, message triggering event, and message delivery method. The user interface process may allow the user to monitor at least one of the number of offerees meeting a qualification criterion, the number of offerees accepting the offer, a  
25 monetary cost of the campaign, the number of offerees meeting a qualification criterion, the number of offerees accepting the offer, and a monetary return on the cost of the campaign. The user interface process may communicate with the user over the Internet. The user interface process may be in communication with a plurality of users.

The addressing process may communicate the message presenting the offer via at least one of direct mail, alpha-numeric pager message, Internet instant messaging, e-mail, push channels, Internet subscription channels, and personal Internet web page. The marketing system database server may also  
5 include a firewall between the user interface process and the user that limits access from outside the firewall.

### Brief Description of the Drawings

The present invention will be more readily understood by reference to the  
10 following detailed description taken with the accompanying drawings, in which:

Figure 1 illustrates the basic principal behind representative embodiments of the present invention.

Figure 2 illustrates a targeted marketing system that preserves individual privacy according to a specific embodiment of the present invention.

15 Figure 3 illustrates the logical flow of a target marketing system of the type depicted in Fig. 2.

Figure 4 illustrates the user interface screen for the merchant planning process to set the marketing campaign proposed dates.

Figure 5 illustrates the user interface screen for the merchant planning  
20 process to set pre-campaign announcement times and delivery methods.

Figure 6 illustrates the user interface screen for the merchant planning process to set marketing campaign reward values.

Figure 7 illustrates the user interface screen for the merchant planning process to set marketing campaign qualification events.

25 Figure 8 illustrates the user interface screen for the merchant planning process to set marketing campaign redemption mode.

Figure 9 illustrates the user interface screen for the merchant targeting process to set initial targeting criteria.

Figure 10 illustrates the user interface screen for the merchant targeting  
30 process to set detailed targeting criteria.



Figure 11 illustrates the user interface screen for the merchant targeting process to set marketing campaign budget.

Figure 12 illustrates the user interface screen for the merchant targeting process to show total results of targeting criteria inquiry.

5        Figure 13 illustrates the user interface screen for the merchant tracking process to report the results of an in-process campaign.

Figure 14 illustrates the user interface screen for a participating consumer showing an on-line rewards electronic coupon.

10       Figure 15 illustrates the user interface screen for screen for a participating consumer showing an on-line special offer.

Figure 16 illustrates the user interface screen for a participating consumer for browsing paper coupons available for printing.

Figure 17 illustrates a printout of a personalized paper coupon from the screen of Fig. 16.

15       Figure 18 illustrates the user interface screen for a participating consumer for browsing redeemed rewards.

Figure 19 illustrates the user interface screen for a participating consumer for reviewing and adjusting their user profile.

20       Figure 20 illustrates an embodiment in which multiple campaign directors and campaign servers may be interconnected.

#### Detailed Description of Specific Embodiments

Figure 1 illustrates the basic principal behind representative embodiments of the present invention. Using computers and communication networks,  
25       merchants and suppliers 10 are able, via an intermediary consumer database 14 having a large number of consumer transaction history data records, to provide marketing offers targeted to consumers 12 having merchant-specified transaction history characteristics. The intermediary database 14 may belong, for example, to a credit card or debit card issuer, a private label card such as a Macy's card,  
30       large distributors (aggregators), or a preferred shopper club of a "superstore"

such as a Home Depot, or other merchant transaction database. A firewall 15 around the intermediary database 14 allows only authorized merchants 10 to have access to the database. Once inside the firewall 15, the merchants 10 have statistical access to the consumer transaction history data records according to rules enforced by the owner of the database, while access to specific individual transaction history data records is prevented.

A merchant 10 can prepare a targeted marketing campaign by determining how many records in the intermediary database 14 meet merchant-specified transaction history criteria such as frequency of transaction, recency of transaction, and transaction amounts. Then, the merchant 10 can prepare a targeted marketing offer that is forwarded to consumers 12 meeting the specified transaction history criteria via the intermediary database 14. Significantly, the privacy of individual consumers 12 is never violated since the merchant 10 only knows the overall number of consumers meeting the merchant-specified consumer history criteria, and the offer is provided to specific consumers 12 by the holder of the intermediary database 14 who has a pre-existing relationship with the consumers 12. In an alternative embodiment, a third party marketer 16 can generate and/or manage some or all of a marketing offer campaign for a fee from the merchant 10.

Thus, representative embodiments of the present invention offer merchants and marketers a novel technology for end-to-end creation and management of marketing campaigns. Granular targeting leverages an issuer transaction database. Targeted delivery is available via multiple media including personalized Internet web page, e-mail, other push channels such as Internet subscription channels, and inserts to printed statements. Closed loop tracking and analysis is provided of campaign progress and results—that is, after the offer is communicated to the desired consumers, the merchant can monitor transaction history data in the database to determine the response to the offer; if desired the offer may be further adjusted responsive to the effectiveness as determined by the closed loop tracking. Embodiments also provide simple

integration with existing cardholder systems that does not interfere with the routine billing process. In addition, there is a relatively low operations overhead, and the use of open standards technology minimizes future compatibility issues.

5           Significantly, embodiments of the present invention are compatible with concerns of cardholder privacy and the security of private cardholder data. Cardholder information is solely owned by the card issuers which already possess it, and at no point does such sensitive information leave the control of the issuer. Moreover, although representative embodiments utilize the Internet  
10 and Internet browsers such as Netscape, cookies are not used. The issuer remains in complete control of the transaction history database, authorizing any access to the transaction history database, and reserving the ability to review any marketing campaign before it is committed.

          Merchants and marketers receive access to a focused micro-marketing  
15 approach. Customer segmentation is allowed based on frequency of transactions, recency of transactions, and/or transaction amount. More prospective customers may be efficiently developed based on geography, credit rating, life style, or other analysis of transaction history data. Such joint loyalty programs with credit card issuers and merchants provides cost effective targeted  
20 marketing with a high return on marketing costs. Moreover, in-process tracking of results justifies the cost of marketing when compared to the direct marketing industry as a whole.

          Card issuers benefit by building card loyalty, and also generate increased card transactions by offering their cardholders new services tailored to personal  
25 details and preferences. Because of low system overhead demands, many simultaneous campaigns can be supported without interfering with existing production systems, while at the same time maintaining control of ground rules specifying how the merchants and marketers are allowed to approach the cardholders. In addition, the card issuer's own Internet strategy is well-served  
30 as cardholders are encouraged to use on-line services; thus, embodiments create

a portal to tapping the potential of e-commerce revenues. Customer cardholders enjoy more efficient and relevant marketing offers since the offers are based on their own historical transaction behavior.

Figure 2 illustrates a targeted marketing system that preserves individual  
5 privacy according to a specific embodiment of the present invention. Figure 3 illustrates the logical flow of the targeted marketing system of Fig. 2. In Fig. 2, a potential offeree database 24 has a large number of individual transaction history data records obtained by internal communication with an existing data processing system 26 having such information (step 31 in Fig. 3). The potential  
10 offeree database 24 is within a firewall 25 that limits outside access. In one embodiment, the potential offeree database 24 may be the transaction history database of a credit card or debit card issuer. In another embodiment, the potential offeree database 24 may be the transaction history database of a merchant or vendor, for example, a Sears or Home Depot transaction database.

15 A campaign director 21 is a user interface computer having various internal processes which may be implemented as hardware processes, software processes, or a mixture of hardware and software processes. A planning process in the campaign director 21 allows a user 20, such as a merchant or marketer, to generate a targeted marketing offer, step 32 in Fig. 3, to enable qualified offerees  
20 to receive user-specified marketing treatment. A campaign server 22 is a computer having a database interface process in communication with the potential offeree database 24 and a user interface process in partial communication (via firewall 25) with the campaign director 20, step 33 in Fig. 3. The term "partial communication" is used to mean that a merchant user 20 is  
25 allowed to determine an overall number of records in the potential offeree database 24 that meet at least one user-defined criterion, while preventing user access to the records of specific individual consumers 27. The merchant user 20 uses a targeting process in the campaign director 21 to query the potential offeree database 24 via the campaign server 22 to determine a number of  
30 consumers 27 having user-specified transaction history criteria. The specified

transaction history criteria then become the basis for a marketing offer campaign profile which a user-directed execution process in the campaign director 21 authorizes the campaign server 22 to execute. Upon user authorization to commence the campaign specified in the campaign profile, an addressing  
5 process in the campaign server 22 communicates a message presenting the offer to consumers 27 having a record in the potential offeree database 24 that meet the campaign profile, step 34 in Fig. 3. The campaign director 21 also may include a tracking process that allows the merchant user 20 to monitor the number of consumers 27 that respond to the offer and a monetary return on the  
10 cost of the campaign as the potential offeree database 24 is regularly updated by the card issuer's data processing system 26, step 35 in Fig. 3. In addition, the tracking process in the campaign director 21 may also allow the merchant user 20 to track response of a selected group of offerees in comparison to a selected control group of persons not receiving the offer who have records in the  
15 potential offeree database 24.

The campaign director 21, is typically based on an Internet browser connected to the Internet, *e.g.*, Netscape, and provides the merchant user 20 with control of the various details of the campaign profile and the marketing offer. Specifically, the targeting process in the campaign director 21 allows the  
20 merchant user 20 to specify and control such user-defined campaign profile objective criteria as recency and frequency of a user-determined offeree action, historical transaction amounts, total marketing campaign budget, and number of records in the potential offeree database 24 that meet one or more of the preceding criteria. Of course, more subjective criteria may also be developed  
25 and used such as an evaluation of offeree willingness to accept the offer which may be based upon considerations such as age, profession, income, etc. which are available within the potential offeree database 24. Since the owner of the potential offeree database 24 controls the access allowed to the campaign director 21, the owner/issuer rules established may impact on the available  
30 profiling criteria.

The planning process in the campaign director 21 also allows user control over various offer parameters such as offer starting and ending times; offer value; offer form, *e.g.*, an advertisement, special offer, a refund, a rebate, and/or a coupon; and offer acceptance mechanism, *e.g.*, automatic acceptance, manual acceptance by the user, or manual acceptance by the offeree. In addition, the planning process in the campaign director 21 allows user control over various offer message parameters such as communication time, content, triggering event, and delivery method (*e.g.*, direct mail, alpha-numeric pager message, Internet instant messaging, e-mail, other push channels such as Internet subscription channels, and/or personal Internet web page). User control of the campaign monitoring phase is provided by the tracking process in the campaign director 21, specifically, allowing the merchant user 20 to access the number of offerees meeting a qualification criterion, the number of offerees accepting the offer, and a monetary return on the cost of the campaign (*i.e.*, amount of increased sales compared to the cost of the campaign).

The planning process in the campaign director 21 may further allow the user to specify an offer parameter for each offeree that is a function of the associated record for the offeree consumer 27 in the potential offeree database 24. The offer parameter may be at least one of offer content, offer value, offer qualification criteria, and offer acceptance mechanism. For example, the offer value may be a "Get one free" coupon for consumers 27 whose records in the potential offeree database 24 indicate no previous purchases of a given product, a \$1.00 off coupon for consumers 27 whose records in the potential offeree database 24 indicate that they have not purchased the product within the last three months, and a "buy four, get the fifth product free" for consumers 27 whose records in the potential offeree database 24 indicate that they are already regular purchasers of the product.

In one representative embodiment, a merchant user 20 at the campaign director 21 would typically start the planning process by entering proposed marketing campaign start and end dates, as shown in Fig. 4. The next planning

process display screen, as shown in Fig. 5, allows the announcement times and delivery methods to be specified. Fig. 6 shows the display screen for specifying reward values. The display screen in Fig. 7 allows the qualification event(s) to be specified. To complete the planning process, the redemption mode is specified,  
5 as shown in Fig. 8.

Upon the completion of the planning process, the initial targeting process display screen, as shown in Fig. 9, to indicate the general consumer characterization profile to be used, *e.g.*, most recent, most frequent, most spent, etc. Within a general targeting profile, the merchant may, as shown in Fig. 10,  
10 provide additional more specific targeting criteria such as credit level, buying pattern, geography, personal profile, etc. The next display screen, Fig. 11, allows a campaign budget to be selected, after which, the system indicates the total number of offeree participant that will be reached and the specific details of the offer cost, Fig. 12. Once the campaign has been initiated by the merchant using  
15 the execution process of the campaign director, offeree response to the campaign over time may also be viewed using the tracking process of the campaign director, Fig. 13.

Besides direct mail and e-mail advertisements, embodiments of the present invention may also communicate with registered consumers using a  
20 private Internet web page, that is, a personal web page. As shown in Fig. 14, a registered consumer visiting their web page has multiple views and services available. Fig. 14 shows an on-line reward electronic coupon offer provided to that specific consumer. Fig. 15 shows a representative online offer targeted to the specific consumer. Fig. 16 shows available paper coupons the consumer may  
25 select for printout, an example of which is shown in Fig. 17. The total redeemed offers can also be checked, as shown in Fig. 18. The consumer may also review and change their personal profile settings, as shown in Fig. 19.

Furthermore, as shown in Fig. 20, any given campaign director may be advantageously connected to multiple campaign servers. Thus, the campaign  
30 server for Merchant B 201 is shown connected to a campaign server at Issuer 2

202 and a campaign server at Issuer 3 203, and the campaign server for Merchant C 204 is shown connected to the campaign server at Issuer 1 205 as well as the campaign server at Issuer 2 202 and the campaign server at Issuer 3 203. Being able to communicate with multiple campaign servers is an advantage for the merchant having a campaign director in that there are more potential offerees available.

Similarly, Fig. 20 also shows that multiple campaign directors may be connected to any given campaign server. For example, the campaign server at Issuer 1 is connected to a campaign director at Merchant A 206 and the campaign director at Merchant B 201. A campaign server that is accessible to multiple campaign directors provides increased revenue generating activity for the owner of the database being accessed through the campaign server.

Representative embodiments can be implemented as a computer program product for use with a computer system. Such implementation may include a series of computer instructions fixed either on a tangible medium, such as a computer readable medium (e.g., a diskette, CD-ROM, ROM, or fixed disk) or transmittable to a computer system, via a modem or other interface device, such as a communications adapter connected to a network over a medium. The medium may be either a tangible medium (e.g., optical or analog communications lines) or a medium implemented with wireless techniques (e.g., microwave, infrared or other transmission techniques). The series of computer instructions embodies all or part of the functionality previously described herein with respect to the system. Those skilled in the art should appreciate that such computer instructions can be written in a number of programming languages for use with many computer architectures or operating systems. Furthermore, such instructions may be stored in any memory device, such as semiconductor, magnetic, optical or other memory devices, and may be transmitted using any communications technology, such as optical, infrared, microwave, or other transmission technologies. It is expected that such a computer program product may be distributed as a removable medium with accompanying printed or



electronic documentation (*e.g.*, shrink wrapped software), preloaded with a computer system (*e.g.*, on system ROM or fixed disk), or distributed from a server or electronic bulletin board over the network (*e.g.*, the Internet or World Wide Web). Of course, some embodiments of the invention may be

5 implemented as a combination of both software (*e.g.*, a computer program product) and hardware. Still other embodiments of the invention are implemented as entirely hardware, or entirely software (*e.g.*, a computer program product).

Although various exemplary embodiments of the invention have been

10 disclosed, it should be apparent to those skilled in the art that various changes and modifications can be made that will achieve some of the advantages of the invention without departing from the true scope of the invention. These and other obvious modifications are intended to be covered by the appended claims.

What is claimed is:

1. A campaign director user interface computer for a marketing system comprising:

- 5 a planning process that allows a user to generate a marketing offer to qualified offerees;
- a targeting process in partial communication with a potential offeree database having a plurality of records, each record having information relevant to a specific person, the targeting process
- 10 allowing the user to find out the number of records in the potential offeree database meeting at least one user-defined criterion, while preventing user access to individual records; and
- an execution process responsive to the planning process that initiates a message presenting the offer to at least one offeree having a record
- 15 in the potential offeree database meeting the at least one user-defined criterion.

2. A user interface computer according to claim 1, wherein the planning process further allows the user to specify at least one of offer starting time and

20 offer ending time.

3. A user interface computer according to claim 1, wherein the planning process further allows the user to specify at least one of message communication time, message content, message triggering event, and message delivery method.

25 4. A user interface computer according to claim 1, wherein the planning process further allows the user to specify at least one of offer content, offer value, offer qualification criteria, and offer acceptance mechanism.

5. A user interface computer according to claim 4, wherein the offer acceptance mechanism is one of automatic, user selected, or offeree selected.
6. A user interface computer according to claim 1, wherein the planning  
5 process allows the user to specify an offer parameter for each offeree that is a function of the associated record for the offeree in the potential offeree database.
7. A user interface computer according to claim 6, wherein the offer  
parameter is at least one of offer content, offer value, offer qualification criteria,  
10 and offer acceptance mechanism.
8. A user interface computer according to claim 1, wherein the at least one  
user-defined criterion is recency or frequency of a user-determined offeree  
action.  
15
9. A user interface computer according to claim 1, wherein the at least one  
user-defined criterion is a user-determined monetary criterion.
10. A user interface computer according to claim 1, wherein the at least one  
20 user-defined criterion is an evaluation of offeree willingness to accept the offer.
11. A user interface computer according to claim 1, wherein the at least one  
user-defined criterion is a marketing campaign budget.
- 25 12. A user interface computer according to claim 1, wherein the at least one  
user-defined criterion is the number of records in the potential offeree database  
meeting at least one other user-defined criterion.
13. A user interface computer according to claim 1, wherein the message  
30 presenting the offer is communicated via at least one of direct mail, alpha-

numeric pager message, Internet instant messaging, e-mail, push channels, Internet subscription channels, and personal Internet web page.

14. A user interface computer according to claim 1, wherein the offer includes  
5 at least one of an advertisement, a special offer, a refund, a rebate, and a coupon.

15. A user interface computer according to claim 1, wherein the potential offeree database comprises a credit card transaction database.

10 16. A user interface according to claim 1, wherein the potential offeree database comprises a merchant transaction database.

17. A user interface computer according to claim 1, further comprising:  
a tracking process that allows the user to monitor the number of offerees  
15 that have responded to the offer.

18. A user interface computer according to claim 17, wherein the tracking process further allows the user to monitor at least one of the number of offerees meeting a qualification criterion, the number of offerees accepting the offer, and  
20 a monetary return on the cost of the campaign.

19. A user interface computer according to claim 17, wherein the tracking process further allows the user to track response of a selected group of offerees in comparison to a selected control group of persons not receiving the offer who  
25 have records in the potential offeree database.

20. A user interface computer according to claim 1, wherein the targeting process uses an Internet browser to establish partial communication over the Internet with the potential offeree database.

21. A user interface computer according to claim 1, wherein the targeting process is in communication with a plurality of potential offeree databases.
22. A marketing system comprising:
- 5 a potential offeree database having a plurality of records, each record having information relevant to a specific person;
- a campaign director user interface that allows a user to generate a marketing offer to qualified offerees; and
- a campaign server in communication with the potential offeree database
- 10 and in partial communication with the campaign director user interface that:
- (i) allows the user to determine the number of records in the potential offeree database meeting at least one user-defined criterion, while preventing user access to individual records,
- 15 and
- (ii) addresses a message presenting the offer to at least one offeree having a record in the potential offeree database meeting the at least one user-defined criterion.
- 20 23. A marketing system according to claim 22, wherein the campaign director user interface further allows the user to specify at least one of offer starting time and offer ending time.
24. A marketing system according to claim 22, wherein the campaign director
- 25 user interface further allows the user to specify at least one of message communication time, message content, message triggering event, and message delivery method.

25. A marketing system according to claim 22, wherein the campaign director user interface further allows the user to specify at least one of offer content, offer value, offer qualification criteria, and offer acceptance mechanism.
- 5 26. A marketing system according to claim 25, wherein the offer acceptance mechanism is one of automatic, user selected, or offeree selected.
27. A marketing system according to claim 25, wherein the campaign director user interface allows the user to specify an offer parameter for each offeree that  
10 is a function of the associated record for the offeree in the potential offeree database.
28. A marketing system according to claim 27, wherein the offer parameter is at least one of offer content, offer value, offer qualification criteria, and offer  
15 acceptance mechanism.
29. A marketing system according to claim 22, wherein the at least one user-defined criterion is recency or frequency of a user-determined offeree action.
- 20 30. A marketing system according to claim 22, wherein the at least one user-defined criterion is a user-determined monetary criterion.
31. A marketing system according to claim 22, wherein the at least one user-defined criterion is an evaluation of offeree willingness to accept the offer.  
25
32. A marketing system according to claim 22, wherein the at least one user-defined criterion is a marketing campaign budget.

33. A marketing system according to claim 22, wherein the at least one user-defined criterion is the number of records in the potential offeree database meeting at least one other user-defined criterion.
- 5 34. A marketing system according to claim 22, wherein the campaign director further allows the user to monitor at least one of the number of offerees meeting a qualification criterion, the number of offerees accepting the offer, and a monetary return on the cost of the campaign.
- 10 35. A marketing system according to claim 22, wherein the campaign director further allows the user to track response of a selected group of offerees in comparison to a selected control group of persons not receiving the offer who have records in the potential offeree database.
- 15 36. A marketing system according to claim 22, wherein the campaign server further communicates the message presenting the offer via at least one of direct mail, alpha-numeric pager message, Internet instant messaging, e-mail, push channels, Internet subscription channels, and personal Internet web page.
- 20 37. A marketing system according to claim 22, wherein the offer includes at least one of an advertisement, a special offer, a refund, a rebate, and a coupon.
38. A marketing system according to claim 22, wherein the potential offeree database comprises a credit card transaction database.
- 25 39. A marketing system according to claim 22, wherein the potential offeree database comprises a merchant transaction database.

40. A marketing system according to claim 22, wherein the campaign director user interface uses an Internet browser to establish partial communication over the Internet with the potential offeree database.

5 41. A marketing system according to claim 22, further comprising:  
a firewall around the potential offeree database and the campaign server  
that limits access from outside the firewall.

42. A marketing method comprising:  
10 supplying a potential offeree database having a plurality of records, each  
record having information relevant to a specific person;  
allowing a user to generate a marketing offer to qualified offerees;  
providing to the user partial communication with the potential offeree  
database, the partial communication allowing the user to  
15 determine the number of records in the potential offeree database  
meeting at least one user-defined criterion, while preventing user  
access to individual records; and  
communicating a message presenting the offer to at least one offeree  
having a record in the potential offeree database meeting the at  
20 least one user-defined criterion.

43. A marketing method according to claim 42, wherein allowing a user to  
generate a marketing offer includes allowing the user to specify at least one of  
offer starting time and offer ending time.

25 44. A marketing method according to claim 42, wherein allowing a user to  
generate a marketing offer includes allowing the user to specify at least one of  
message communication time, message content, message triggering event, and  
message delivery method.

30



45. A marketing method according to claim 42, wherein allowing a user to generate a marketing offer includes allowing the user to specify at least one of offer content, offer value, offer qualification criteria, and offer acceptance mechanism.

5

46. A marketing method according to claim 45, wherein the offer acceptance mechanism is one of automatic, user selected, or offeree selected.

47. A marketing method according to claim 42, wherein allowing a user to  
10 generate a marketing offer includes allowing the user to specify an offer parameter for each offeree that is a function of the associated record for the offeree in the potential offeree database.

48. A marketing method according to claim 47, wherein the offer parameter is  
15 at least one of offer content, offer value, offer qualification criteria, and offer acceptance mechanism.

49. A marketing method according to claim 42, wherein the at least one user-defined criterion is recency or frequency of a user-determined offeree action.

20

50. A marketing method according to claim 42, wherein the at least one user-defined criterion is a user-determined monetary criterion.

51. A marketing method according to claim 42, wherein the at least one user-  
25 defined criterion is an evaluation of offeree willingness to accept the offer.

52. A marketing method according to claim 42, wherein the at least one user-defined criterion is a marketing campaign budget.

53. A marketing method according to claim 42, wherein the at least one user-defined criterion is the number of records in the potential offeree database meeting at least one other user-defined criterion.
- 5 54. A marketing method according to claim 42, further comprising:  
enabling the user to monitor at least one of the number of offerees  
meeting a qualification criterion, the number of offerees accepting  
the offer, and a monetary return on the cost of the campaign.
- 10 55. A marketing method according to claim 42, further comprising:  
enabling the user to track response of a selected group of offerees in  
comparison to a selected control group of persons not receiving the  
offer who have records in the potential offeree database.
- 15 56. A marketing method according to claim 42, wherein communicating the  
message presenting the offer uses at least one of direct mail, alpha-numeric  
pager message, Internet instant messaging, e-mail, push channels, Internet  
subscription channels, and personal Internet web page.
- 20 57. A marketing method according to claim 42, wherein the offer includes at  
least one of an advertisement, a special offer, a refund, a rebate, and a coupon.
58. A marketing method according to claim 42, wherein the potential offeree  
database comprises a credit card transaction database.
- 25 59. A marketing method according to claim 42, wherein the potential offeree  
database comprises a merchant transaction database.

60. A marketing method according to claim 42, wherein providing partial communication with the potential offeree database uses an Internet browser over the Internet.

5 61. A marketing system database server comprising:  
a database interface process having access to a potential offeree database  
having a plurality of records, each record having information  
relevant to a specific person;  
a user interface process in communication with the database interface  
10 process that:  
(i) communicates to a user the number of records in the  
potential offeree database meeting at least one user-defined  
criterion, while preventing access to individual records, and  
(ii) receives from the user a marketing offer for offerees having  
15 records in the potential offeree database meeting the at least one  
user-defined criterion; and  
an addressing process in communication with the database process and  
the user interface process that addresses a message presenting the  
marketing offer to the offerees.

20 62. A marketing system database server according to claim 61, wherein the  
user interface process further allows the user specify at least one of message  
communication time, message content, message triggering event, and message  
delivery method.

25 63. A marketing system database server according to claim 61, wherein the  
user interface process further allows the user to monitor at least one of the  
number of offerees meeting a qualification criterion, the number of offerees  
accepting the offer, and a monetary cost of the campaign.

30

64. A marketing system database server according to claim 61, wherein the user interface process further allows the user to monitor at least one of the number of offerees meeting a qualification criterion, the number of offerees accepting the offer, and a monetary return on the cost of the campaign

5

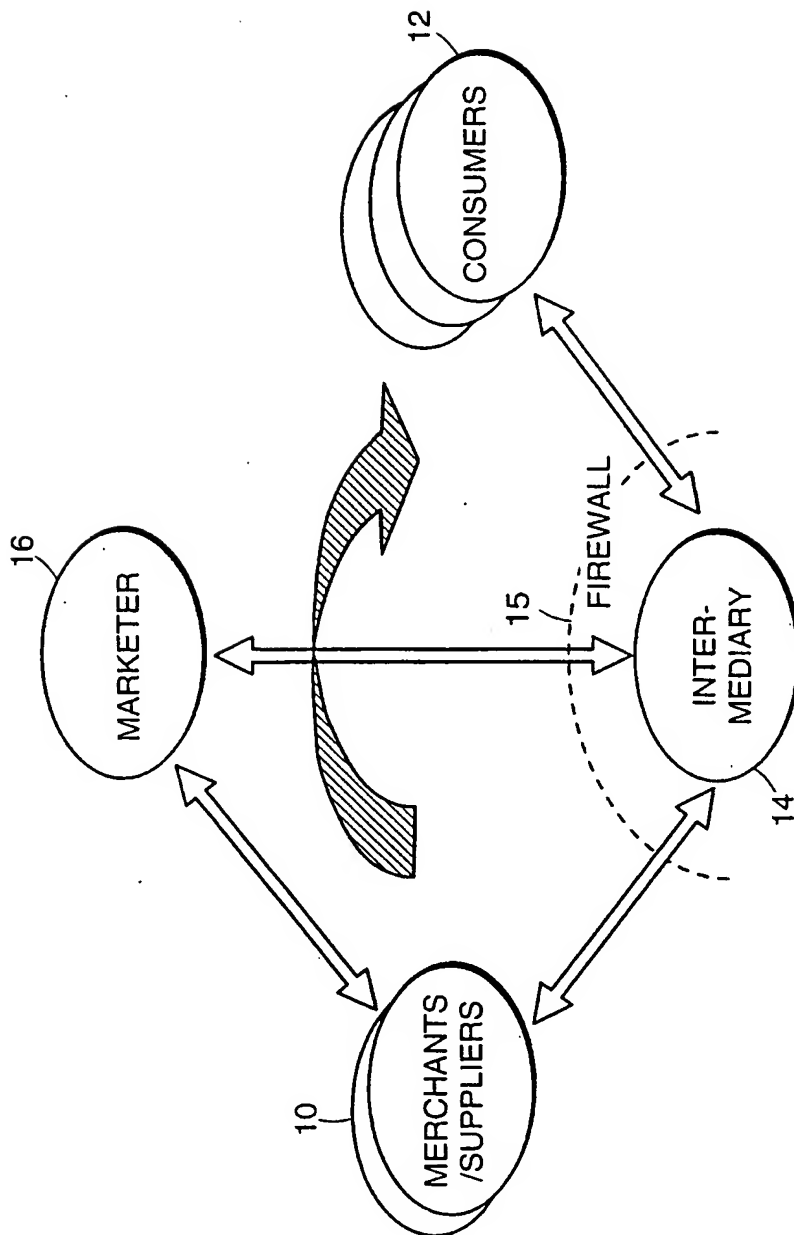
65. A marketing system database server according to claim 61, wherein the user interface process communicates with the user over the Internet.

66. A marketing system database server according to claim 61, wherein the  
10 user interface process is in communication with a plurality of users.

67. A marketing system database server according to claim 61, wherein the addressing process further communicates the message presenting the offer via at least one of direct mail, alpha-numeric pager message, Internet instant  
15 messaging, e-mail, push channels, Internet subscription channels, and personal Internet web page.

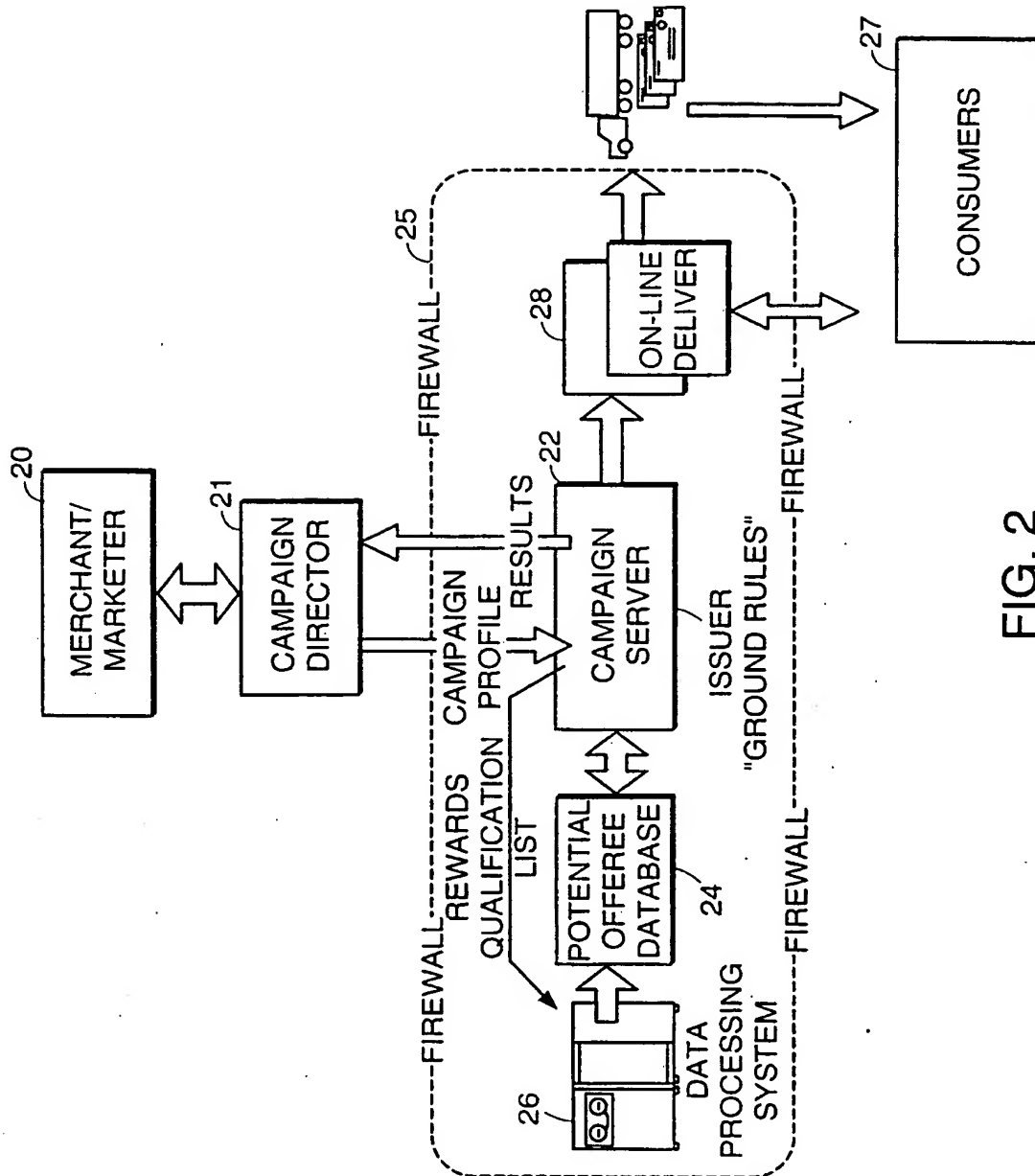
68. A marketing system database server according to claim 61, further comprising:  
20 a firewall between the user interface process and the user that limits access from outside the firewall.

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- CREDIT-CARD ISSUER
- PRIVATE LABEL CARDS
- LARGE DISTRIBUTORS (AGGREGATORS)
- SUPERSTORES

FIG. 1



**FIG. 2**

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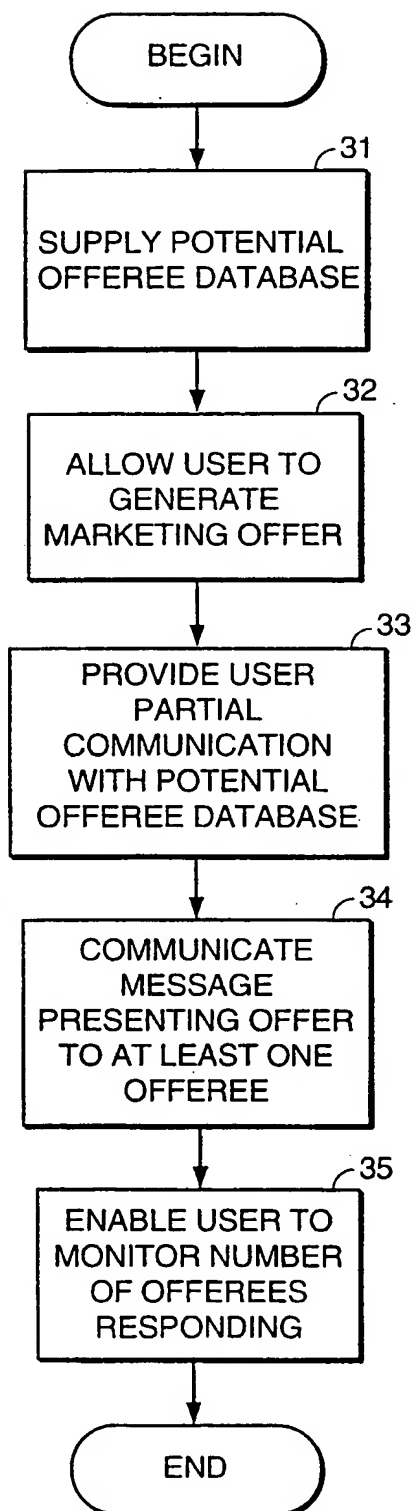


FIG. 3

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## Plan Your Promotional Campaign

Campaign Duration

Start Date

End Date



FIG. 4

## Plan Your Promotional Campaign

## Announcements

- Duration:  
08-15-1999,10-15-1999

## Announce Before

When      1 week 2 weeks 3 weeks 4 weeks  
            5 weeks 10 weeks before start

## Require Cardholder On-line Acknowledgement

Delivery by	Print	Your message will be printed and mailed together with the monthly statement
	Internet	Your message will appear on a consumer personalized internet page - at the issuer Internet site
	Email	Your message will be e-mailed



FIG. 5



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## Plan Your Promotional Campaign

Reward Value

Reward Value

Exclusive \$

Card Loyalty \$  
and Points

- Duration:  
08-15-1999, 10-15-1999
- Announce Before  
1 week,  
Email
- Announce Mid-way Email
- Announce On Qualification  
Email
- Announce After  
1 week  
by  
print



FIG. 6



## Plan Your Promotional Campaign

Qualification Event

visit 1 2 3 4 5 6 7 8 9 10 15 20  
times

or and purchase 0-24 25-49 50-100 101-150  
151-200 201-300 300-500 \$

within 1 2 3 4 5 6 7 8 9 10  
15 20 month

Online Acknowledgement  
Required

- Duration:  
08-15-1999, 10-15-1999
- Announce Before  
1 week,  
Email
- Announce Mid-way Email
- Announce On Qualification  
Email
- Announce After  
1 week  
by  
print
- Reward Value  
Exclusive  
200\$



FIG. 7



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## Plan Your Promotional Campaign

## Redemption Mode

## Normal Coupon

Cardholder must visit store and bring printed coupon with him.

## Automatic

The reward will be refunded and appear on cardholder's statement.

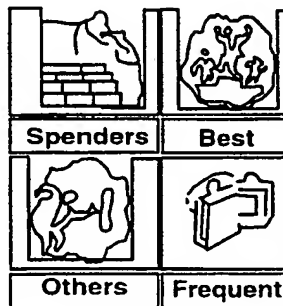
- Duration:  
08-15-1999,10-15-1999
- Announce Before  
1 week,  
Email
- Announce Mid-way Email
- Announce On Qualification  
Email
- Announce After  
1 week  
by  
print
- Reward Value  
Exclusive  
200\$
- Qualification Event  
Yes



FIG. 8

target your customers

no : 6,754  
freq : 2.3/6m  
basket : \$38



no : 1,751  
freq : 4.2/6m  
basket : \$42

no : 15,457  
freq : 1.7/6m  
basket : \$15

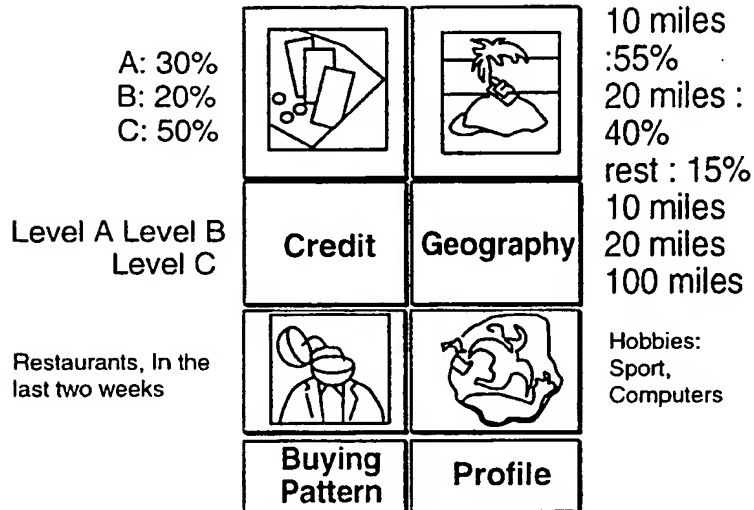
no : 4,532  
freq : 5.1/6m  
basket : \$24



FIG. 9

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target your prospects



- Target  
your  
customers  
Best



FIG. 10



Your campaign budget

Price	\$500-\$1,000	Price	\$1,000-\$2,000
Size	less then 1,000	Size	1,000-5,000
Price	\$2,000-\$5,000	Price	above \$5,000
Size	5,000-20,000	Size	above 20,000

- Target  
your  
customers  
Best
- Target  
your  
prospects Credit



FIG. 11



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The Results of your Query

<b>Total Participants</b>	<b>4.836</b>
---------------------------	--------------

Your price [\$]:

Printed - Black & White	\$1,692.60
Printed - 2 Colors	\$1,934.40
Electronic	\$600.00

Advanced Mode

FIG. 12

Participation Table

Campaign #1154893								
	Date	Sent	Acknow	%	Qualified	%	In-process	Your Costs
Signoff	Feb-15-99	1,752	0	0	0	0	0	0
	Mar-01-99	1,752	1,158	66	158	13	1,005	\$1,530
	Mar-15-99	1,752	1,221	70	467	37	764	\$4,570
	Apr-01-99	1,752	1,352	77	789	58	563	\$7,800
Expiration	Apr-15-99	1,752	1,370	78	1,004	73	366	\$10,040

Return On Marketing

	Group size	Before (group total)		After (group ave)					
		\$ Volume Visits		\$ Volume	\$ change		Visits	Visits change	
					%	\$		%	visits
Target Group	1,762	34,500	1,420	74,890	220%	40,390	2,100	147%	680
Control Group	15,400	43,502	2,852	42,202	3%	1,300	2,900	2%	48

FIG. 13

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MIXCARD

Advanced banking systems

Personal rewards for Ms. Barbara Jones  
Last login was on Jun-3-99, 14:32

Services

Offers

Tips

Coupons

Businesses

Sponsorships

Events

Technology

Search

Help

Reference
Online offers
Paper Coupons
Redeemed
Your Profile

**Issued by:** Shell Station  
51 Main St. Newton, MA

Dear Ms. Barbara Jones  
join our long list  
of satisfied customers

12 visits in 4 months will give  
you a **13th refill Free!!!**

Patric, Eric Smith  
Shell Station @ 51 Main St.  
Newton, MA

**Status:**

Start date	Finish date	Time to qualify	Visit to qualify
Feb-28-99	Jun-28-99	8 days	1

Please rate this coupon

☐ 5-richly relevant  
☐ 4  
☐ 3  
☐ 2  
☐ 1-not relevant

Coupon 1/14

Go to Next coupon

FIG. 14

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Personal rewards for Ms. Barbara Jones  
Last login was on Jun-3-99, 14c32

MIXCARD

Advanced banking systems

Reference

Online offers

Paper Coupons

Redeemed

Your Profile


Issued by: [www.cdnow.com](http://www.cdnow.com)

Dear Ms. Barbara Jones


In the past few months you have been visiting our store occasionally. Our management would like you to become one of our merry frequent shoppers.

Anything we can do Till that time enjoy our exclusive offer


**FREE PORTABLE CD PLAYER WHEN YOU BUY ANY AUDIO CD RECORDER**



The only place where you'll get a **FREE** portable CD player shipped with your CD Recorder ??? \$2.99 for shipping



~~~~~  
List price \$549.00  
~~~~~



~~~~~  
**FREE WITH YOUR PURCHASE**  
Portable CD Player  
(Actual Retail value \$59.95)  
~~~~~

Status:

Start date	Finish date	Time to qualify	Visit to qualify
Mar-1-99	Jan-1-00	4 months	1

Please rate this coupon

☐ 5-richly relevant  
☐ 4  
☐ 3  
☐ 2  
☐ 1-not relevant

Coupon 1/15

Go to Next coupon

FIG. 15

SUBSTITUTE SHEET (RULE 26)

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☒ MIXCARD ☐ Advanced banking systems

Personal rewards for Ms. Barbara Jones  
Last login was on Jun-3-99, 14c32

Services  
Offers  
Tips  
Coupons  
Businesses  
Sponsorships  
Events  
Technology  
Search  
Help

Reference
Online offers
Paper Coupons
Residence
Your Profile

*Issued by:* Everything But the Baby

Dear Ms. Barbara Jones

We would like to offer  
you this exclusive Coupon  
as a reward for your  
recent visits at our store

**BEST CHILDREN'S \$5.00 OFF**  
purchase of \$25 or more  
Any Clothing  
Shoes or Toy Item

*Everything But the Baby*  
139 Main Street  
Old Saybrook, CT  
(860) 338-6332  
STORE HOURS Mon-Sat 10-5, Thurs night 11-8 P.M.

Barbara Jones 9087 67785 987

**Click for High resolution coupon**

Start date	Finish date	Time to qualify	Visit to qualify
Feb-28-99	Jun-28-99	8 days	0

Status:

Please rate this coupon

☐ 5-richly relevant

☐ 4

☐ 3

☐ 2

☐ 1-not relevant

Coupon 1/15

Go to Next coupon

FIG. 16

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<p><b>BEST CHILDREN'S STORE AROUND</b></p> <p><b>Come Visit Us!</b></p>	<p><b>\$5.00 OFF</b></p> <p>purchase of \$25 or more <i>Any Clothing Shoes or Toy Item</i></p> 
<p><b>Everything But <small>THE</small> Baby</b></p> <p>139 Main Street Old Saybrook, CT (860) 388-6332</p> <p>STORE HOURS Mon-Sat 10-5, Thurs night til 8 P.M.</p>	
	<p><b>Barbara Jones    9087 67785 987</b></p>

FIG. 17



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☐ MIXCARD ☒ Advanced banking systems

Personal rewards for Ms. Barbara Jones  
Last login was on Jun-3-99, 14c32

Reference Online offers Paper Coupons Residence Your Profile

Services

Offers

Tips

Coupons

Businesses

Sponsorships

Events

Technology

Search

Help

Below is the list of all your redeemed coupons for: May 1999

NO	By	Redeemed	Value	Description
1	Toscana- Italian Restaurant, Newton, MA	May-1-99	\$12	Discount
2	MicroCenter - Cambridge, MA	May-1-99	\$20.99	2 for 1
3	Bloomington, Chestnut Hill mall, MA	May-6-99	\$14.99	\$250 / month
4	Gap, Atrium, Newton, MA	May-9-99	\$7.95	Khakis for All
5	Shell, Gas Station, NY	May-13-99	\$19.95	10th visit
6	MicroCenter - Cambridge, MA	May-18-99	\$21.99	2 for 1
7	Bloomington, Chestnut Hill mall, MA	May-22-99	\$48.99	\$800 / month
8	Gap, Atrium, Newton, MA	May-25-99	\$7.95	Summer Sale

Total Savings for May 1999: \$162.41

FIG. 18

MIXCARD

Advanced banking systems

Services

Offers

Tips

Coupons

Businesses

Sponsorships

Events

Technology

Search

Help

ReferenceOnline offersPaper CouponsResidenceYour Profile

Personal rewards for Ms. Barbara Jones  
Last login was on Jun-3-99, 14c32

Below is the list of all your redeemed coupons for:

Barbara Jones Profile:  
Name Ms. Barbara Jones  
Mailing address 32nd Oak st. FairLoso NJ 1023

☒ I like to continue receiving coupons

I prefer:

☐ Discounts

☐ Two for one deals

☒ All kinds

☒ I am interested in receiving offers on the following topics:  
Pets, Computers, Fishing

Edit List

☒ I'd like to get offers on the following topics  
Clothing, kids, health

Edit List

FIG. 19

SUBSTITUTE SHEET (RULE 26)

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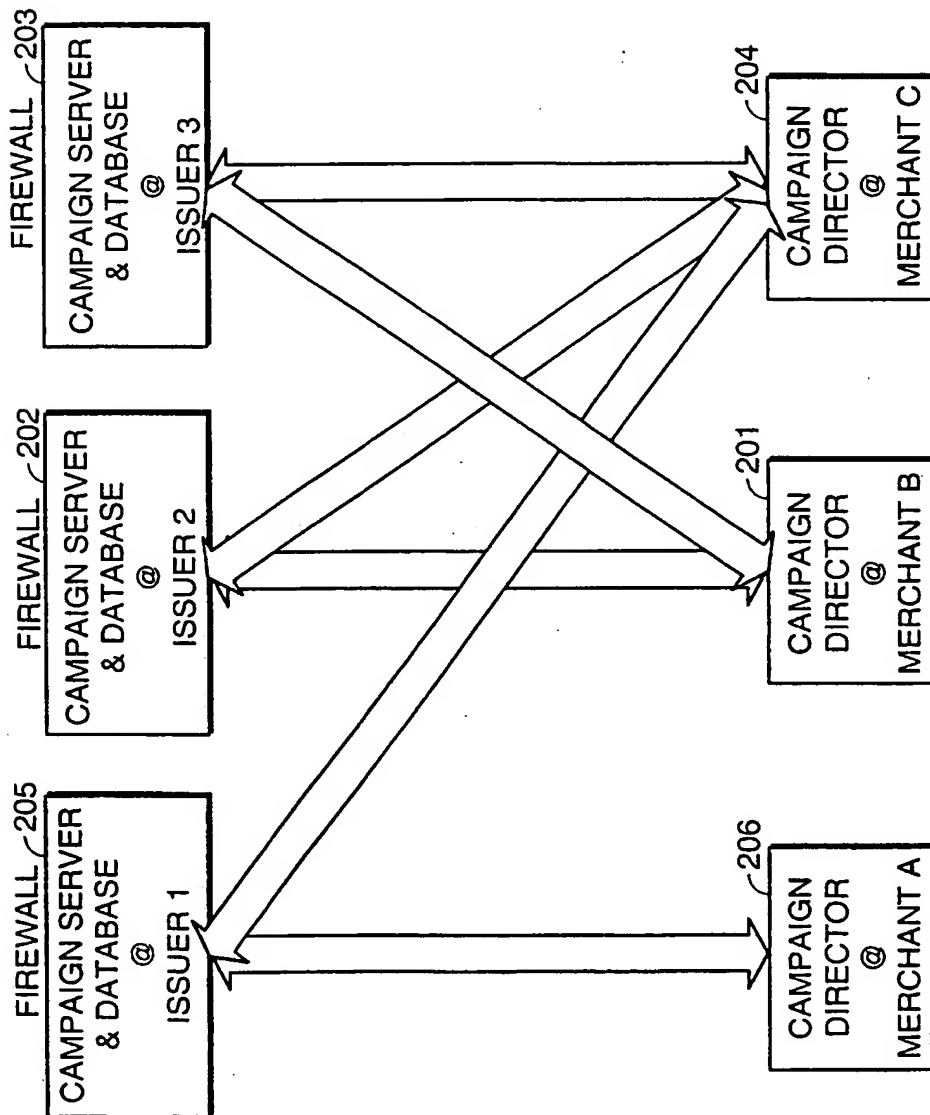


FIG. 20

# INTERNATIONAL SEARCH REPORT

Inte. .onal Application No

PCT/IB 00/01844

## A. CLASSIFICATION OF SUBJECT MATTER

IPC 7 G06F17/60

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 7 G06F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

EPO-Internal, WPI Data

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	EP 0 917 119 A (CITICORP DEV CENTER INC) 19 May 1999 (1999-05-19) column 3, line 25 -column 4, line 11 column 4, line 38 -column 5, line 8 column 16, line 52 -column 17, line 34; figures 1,10-12	1-68
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X	WO 99 33012 A (BRANDDIRECT MARKETING INC) 1 July 1999 (1999-07-01) abstract page 5 -page 24	1-68

-/--



Further documents are listed in the continuation of box C.



Patent family members are listed in annex.

\* Special categories of cited documents:

- \*A\* document defining the general state of the art which is not considered to be of particular relevance
- \*E\* earlier document but published on or after the international filing date
- \*L\* document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
- \*O\* document referring to an oral disclosure, use, exhibition or other means
- \*P\* document published prior to the international filing date but later than the priority date claimed

\*T\* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

\*X\* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

\*Y\* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.

\*&\* document member of the same patent family

Date of the actual completion of the international search

2 April 2001

Date of mailing of the international search report

24/04/2001

Name and mailing address of the ISA

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NL - 2280 HV Rijswijk  
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Fax (+31-70) 340-3016

Authorized officer

Glaser, N

# INTERNATIONAL SEARCH REPORT

International Application No

PCT/IB 00/01844

## C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
P, X	WO 00 23932 A (LEND LEASE CORP LTD ;JENKINS ELWYN D (US)) 27 April 2000 (2000-04-27) page 2, line 30 -page 5, line 11 page 5, line 20 -page 10, line 31 -----	1-68
A	FOSTER ET AL: "PATTERN RECOGNITION EXPERT SYSTEM FOR MINE CLASSIFICATION AND DETECTION SONAR" PROCEEDINGS OF THE SOUTHEAST CONFERENCE,US,NEW YORK, IEEE, vol. -, 9 April 1989 (1989-04-09), pages 277-282, XP000076814 page 65, right-hand column -page 69, right-hand column -----	1,22,42

# INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No

PCT/IB 00/01844

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